

**STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION**

**TOURIST PROMOTION REPRESENTATIVE**

**I. DEFINITION**

This is responsible administrative and public contact work in the management of a permanent or mobile tourist information center. Employees in this class manage one of the state's tourist information centers and operate information booths at sport and travel shows throughout the country. Employees in this class assist in developing the overall program of tourist information and are responsible for developing local programs to promote their own centers. The work is performed under little day to day supervision and is reviewed through periodic reports and conferences. Policy and program changes are reviewed by supervisors. Employees in this class plan and supervise the work of assistants.

Examples of Work Performed:

- Trains and supervises personnel of tourist information centers.
- Assigns and reviews work of subordinates in the receiving, greeting and aiding of tourists.
- Plans routings of tourists to and through various parts of the state.
- Maintains records of inquiries and continuous survey of tourist traffic in order to develop information about tourists, tourism and vacation habits.
- Sells hunting and fishing licenses and provides information on laws and regulations in regard to hunting, fishing, boating and camping.
- Make arrangements for transportation of travel and sport show displays.
- Set up exhibits and arrange for local press, radio, and television promotion and may make personal appearances in this regard.
- Keeps all management records for the operation of a center and makes reports.

**II. QUALIFICATIONS**

Required Knowledge, skills and abilities:

- Thorough knowledge of statewide tourist, vacation, hunting and fishing and other recreational facilities.
- Thorough knowledge of conservation license requirements and traffic regulations.
- Considerable knowledge of travel and recreation practices.
- Considerable knowledge of the history, geography and natural resources of Wisconsin.
- Considerable knowledge of conservation department program.
- Ability to change incomplete desires of a traveler into a complete, acceptable travel plan.
- Ability to speak to groups on travel and recreational matters and write articles for publication.
- Ability to organize, direct and supervise the work of associates and maintain effective working relationships with public.

Minimum Training and Experience:

Such training as may have been gained through graduation from high school and five years of experience in work developing skills in dealing with the public. College training maybe substituted for experience on a year for year basis; or any equivalent combination of training and experience.